

**STADIUM IMPLEMENTATION COMMITTEE
STAKEHOLDER SUBCOMMITTEE**

Thursday September 13, 2012

4 – 6 p.m.

315 City Hall

Meeting Minutes

Subcommittee members present: *Chair:* Peggy Lucas. *Members:* Barbara Johnson, Cathy Rydell, Cory Merrifield, Judy Borger Yates, David Fields

Other Implementation Committee members present: Diane Hofstede, R.T. Rybak

Guests: Bill McCarthy (MSFA), Jeff Anderson, Lester Bagley, Larry Redmond (Mn Vikings), Richard Meryhew (Star Tribune), Varun Kharbanda (Timeshare Systems)

Staff/consultants present: Peter Brown, Beth Elliott, Jeff Handeland, Chuck Lutz, Jennifer O'Rourke, Linda Roberts, Sally Westby, Jason Wittenberg, Grant Wilson (City)

1.0 Call to order – the meeting was called to order at 3:05 p.m. by chair Peggy Lucas. Those present introduced themselves.

2.0 Update – Chuck Lutz reported that the Stadium Implementation Committee (IC) has been divided into three subcommittees each of which will meet prior to the next IC meeting on Monday 9/17. A walking tour of the stadium area was held on 9/12 attended by 20 people. The Metropolitan Sports Facilities Authority (MSFA) held a public meeting for interested persons to hear presentations by the five firms vying to design the new stadium. About 150 people attended. Feedback from members of the public was positive. The MSFA has not decided when it will make the final design team selection.

3.0 Stakeholder Subcommittee Draft Work Plan – Members discussed the draft work plan (appendix A)

3.1 Purpose – Chair Lucas said that she hoped the subcommittee would challenge itself to think as widely as possible about the stadium stakeholders. When the Dome was built, no one imagined that it would ever host as many events as it does now. The subcommittee will have a relatively short time frame for its work – about 6 months. Lucas plans to keep a running list of stakeholders to ensure that all are included.

Discussion ensued regarding the draft work plan. Mayor Rybak noted that while design and planning would be important in developing strong stakeholder experiences so would City policies regarding food trucks, on street parking etc.

Lucas suggested that more emphasis be placed in the work plan on the large number of different stakeholders. There should also be recognition that the stadium will be operating throughout the year.

Lutz noted that approximately 675 non-Vikings game events are held each year involving 266,000 visits to the Dome. In response to a question from Judy Borger, staff said it was unclear whether it was desirable to greatly expand the number of events in the future. What is clear is that events such as soccer, conventions and college basketball tournaments are desirable.

Lester Bagley said that the stadium would be designed and programmed for soccer. The stadium legislation gives the Vikings a five- year exclusive right to bring major league soccer to the area.

The Mayor suggested that the plaza outside the stadium would be important to the stakeholder experience. It could be an active place where kids could fly kites for example. Cory Merrifield noted that flag football could be held there after Vikings' games.

Judy Borger mentioned the importance of safety and suggested wording to that effect in the purpose statement. A sense of safety could be created in numerous ways (e.g. balconies on residential buildings; storefronts with lots of glass).

The Mayor noted that area near the stadium would be active and loud at times. People who work or live in the area will need to recognize this.

3.2 Schedule – staff will work subcommittee members to determine the dates for the monthly meetings for the rest of the year.

4.0 Stadium Policy Framework and Planning Context - Beth Elliott reviewed the extensive planning work that has been done over the past ten years and a number of City plans that relate to the stadium area. The subcommittee will not need to work from scratch in developing its recommendation. The policies outlined in appendix B provide a framework that the subcommittee can use in making recommendations. The City also has standards for plazas that could be informative.

City staff has reviewed the best practices at three stadiums (appendix C). Staff will keep track of subcommittee questions as the meetings progress so that contact can be made with other cities to gather relevant information.

Elliott pointed out that the stadium sits in the center of a number of significant areas (parks, the downtown core, the river). She suggested that development near the stadium should utilize the light rail transit station. Mixed-use development is desirable because it is more likely to lead to 24-hour activity. Development should support all modes of transportation including bicycles and pedestrian. The City would favor extended hours for businesses in the area and hopes to eventually eliminate surface parking lots. New parking structures should also include other uses. Elliott suggested that the stadium be set up to accommodate bikes. Many more people have biked to the Twins Stadium than was expected.

Chicago, 11th Avenue and 5th Street will be important. Attention needs to be paid to the view to and from downtown. Currently, it is uncomfortable to walk from Elliot Park and Cedar Riverside to the downtown core. It will be important to pay attention to what it “feels like” as one walks around the area. Besides activity, design features can also make the area more welcoming.

Once the Stadium opens, it is estimated that there will be 25,000 people coming by LRT on game day. The downtown east stop by itself will not be adequate to handle all this traffic.

5.0 Downtown East – David Fields reviewed the Elliot Park planning efforts that relate to the area (appendix D). The Elliot Park Master Plan was completed in 1999. Elliot Park has also adopted development guidelines and a comprehensive vision for the future. Fields said that the work done by Elliot Park could inform the work that the subcommittee will be doing. The current focus on a new stadium and on redevelopment provides a big opportunity to reclaim the area. Elliot Park was a passive user of the Dome, which had nothing but negative impacts on the neighborhood. The neighborhood wants to be actively involved in the new stadium effort.

Fields noted that Hennepin County Medical Center (HCMC) is a major stakeholder in the area with 5,000 workers although they are rarely seen. Both Lucas and Barbara Johnson noted the importance and potential for involving HCMC. Johnson said that there are 3 shifts at HCMC and many employees are women with children who drive to work. Most eat in the hospital cafeteria because they have only 30 minutes for lunch/dinner. There was brief discussion regarding businesses (e.g. restaurants) that might be attractive to HCMC visitors and employees.

6.0 Railgating – Mayor Rybak updated the subcommittee regarding City plans to augment tailgating for this year's home Vikings games (appendix E). The City is planning a pilot in which food trucks will set up along the north side of 5th street prior to the games. Fans without tickets will be encouraged to enjoy the food carts and then visit one of the downtown restaurants or bars to watch the game.

Linda Roberts reported that 22 of the current 43 food truck vendors have expressed interest in participating. The pilot plan is for food trucks to operate on 5th Street between Park and 5th Avenue from 7 a.m. – 1 p.m.

Peggy Lucas noted the importance of publicity in getting people to participate in the railgating activities. A question was raised by Cory Merrifield regarding the potential impact of railgating on Vikings' plaza activities. Bagley said that the Vikings' marketing staff would review the proposal.

7.0 Dome Events – Bill Lester reviewed the history of the dome, the large number of events currently held there, and plans to attract large events in the future. In order to bid for events, it will be important to have a first class facility.

Lucas reported that people from over forty countries have come to roller blade at the Dome. Information about roller blading and other Dome activities is provided by Meet Minneapolis to visitors and conventioners looking for things to do.

Both Bagley and Johnson noted the importance of the state high school tournaments held at the Dome. Supporters of high school sports from around the State were important in convincing the legislature to fund the new stadium.

8.0 Draft Vision and Principles (appendix F) – Lutz reviewed the draft Vision statement. It has been reviewed and edited by the other subcommittees.

8.1 Vision - there was discussion about the length of the vision statement and general agreement that the vision statement itself should be “the best urban football stadium in the country”. Other statements were discussed that could be added underneath the vision statement to expand on what is desired including “architecturally inviting” and “more than football”.

Staff will incorporate these suggestions into the Vision Statement presented for discussion at the 9/17 Implementation Committee meeting.

8.2 Principles – Appendix G presents a first cut at Design Principles for the project. Subcommittee members were asked to review these for the next meeting and come prepared to discuss what should be incorporated. It is important that the principles represent what subcommittee members want to see in the project. The principles will eventually be presented to the stadium architects and will be used by the Implementation Committee in reviewing the stadium design. The principles should be general but need to reflect committee members’ values.

Lucas proposed discussion at an upcoming meeting of how each principle would affect stakeholders. A list of stakeholders was begun including: the Vikings; Vikings fans; soccer fans; residents of the Mill District, Eliot Park and Cedar Riverside; HCMC employees and visitors; transit riders; bicyclists; pedestrians; the business community; nearby colleges; and high school league participants.

Cory Merrifield volunteered to make a presentation at an upcoming meeting regarding what fans would like to see at the Stadium.

9.0 Adjourn – 6:00 p.m.

10.0 Next stakeholder subcommittee meeting - *Monday Oct. 22 at 4 p.m. in Room 315 City Hall*